



**Department of Journalism and Mass Communication**

**Upgraded Syllabus for M A (Mass Communication)**

**With effect from the academic year 2019-20**

<b>Semester 1</b>							
<b>Sr no</b>	<b>Paper No.</b>	<b>Paper</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>1</b>	P 1	Multi disciplinary	Introduction to Societal Issues	4	20	50	70
<b>2</b>	P 2	Core	Fundamentals of Mass Communication and Print Media	4	20	50	70
<b>3</b>	P 3	Core	Principles of Journalism and News Writing	4	20	50	70
<b>4</b>	P 4	Core	Computers Skills and Verbal Communication Skills (Practical)	4	70	Nil	70
<b>5</b>	P 5 A P 5 B	Elective	Reporting and Translation Skills (Practical) Or Reporting and Creative Writing Skills (Practical)	4	70	Nil	70
<b>6</b>	Term Paper		Term Paper	2	70	Nil	70
			<b>TOTAL</b>	<b>22</b>	<b>270</b>	<b>150</b>	<b>420</b>

		<b>Semester 2</b>					
<b>Sr</b>	<b>Paper No.</b>	<b>Paper</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>7</b>	P 6	Multi disciplinary	Constitution of India, Media Law and Ethics	4	20	50	70
<b>8</b>	P 7	Core	Introduction to Advertising and Public Relations	4	20	50	70
<b>9</b>	P 8	Core	Introduction to Radio Medium	4	20	50	70
<b>10</b>	P 9	Core	Print Media Skills	4	70	Nil	70
<b>11</b>	P 10 A P 10 B	Elective	Translation and Editing Skills (Practical) Or Feature Writing and Editing Skills (Practical)	4	70	Nil	70
<b>12</b>	Term Paper		Project 1	2	70	Nil	70
<b>TOTAL</b>				<b>22</b>	<b>270</b>	<b>150</b>	<b>420</b>

		<b>Semester 3</b>					
<b>Sr No</b>	<b>Paper Number</b>	<b>Paper</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>13</b>	P 11	Multi disciplinary	Communication Research	4	20	50	70
<b>14</b>	P 12	Core	Cinema Studies	4	20	50	70
<b>15</b>	P 13	Core	Introduction to Television Medium	4	20	50	70
<b>16</b>	P 14	Core	Radio Writing and Production Skills	4	70	Nil	70
<b>17</b>	P 15 A or P 15 B	Elective	Art of Anchoring and Dubbing (Practical) <b>Or</b> Photography and Photojournalism (Practical)	4	70	Nil	70
<b>18</b>	Term Paper		Project 2	2	70	Nil	70
<b>TOTAL</b>				<b>22</b>	<b>270</b>	<b>150</b>	<b>420</b>

		Semester 4					
Sr no	Paper Number	Paper	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
19	P 16	Multi disciplinary	Women and Media	4	20	50	70
20	P 17	Core	Development Communication and International Communication	4	20	50	70
21	P 18	Core	Introduction to New Media and Online Journalism	4	20	50	70
22	P 19	Core	Television Writing and Production Skills (Practical)	4	70	Nil	70
23	P 20 A or P 20 B	Elective	Short Film Production (Practical) <b>Or</b> Skills in New Media, Online Journalism, Public Relations and Advertising (Practical)	4	70	Nil	70
24	Term Paper		Dissertation	2	70	Nil	70
			<b>TOTAL</b>	<b>22</b>	<b>270</b>	<b>150</b>	<b>420</b>
			<b>GRAND TOTAL</b>	<b>88</b>	<b>1080</b>	<b>600</b>	<b>1680</b>

# SYLLABUS

## Semester - 1

### Paper - 1

### Introduction to Societal Issues

#### Unit 1

Concept of nation and state, theories of the state: liberal, neoliberal, marxist, pluralist, post-colonial and feminist; concepts: justice, equality, freedom, affirmative action, power, hegemony, legitimacy, rights, human rights, democracy: types, ideologies: liberalism, socialism, marxism, fascism, gandhism, indian and western political thought, india's freedom struggle: satyagraha, non-cooperation, civil disobedience, political system in india: salient features: democracy, election system, party system, legislature, executive, judiciary.

#### Unit 2

Union government administration: structure, functions, work processes, cabinet secretariat, PMO, central secretariat, ministries, departments, civil services, statutory institutions/commissions: niti ayog, EC, CAG, FC, UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC, CVC, CBI, NPC, Lokpal; PSU; state government administration, district administration; collector, local self-government: panchayati raj, municipal government.

#### Unit 3

Indian society: characteristics, salient features, impact of colonial rule, social background of Indian nationalism, protests and movements during the colonial period, concepts: social stratification, equality, feudalism, hierarchy, exclusion, poverty, deprivation, social movements, collective action: revolution, protest, religion, science, secularism, revivalism, fundamentalism, kinship: family, household, marriage, patriarchy; social change: agents of social change, social reforms, land reforms, caste system: features, problems, untouchability, dalits, tribals, class india; agrarian, middle class, working class.

#### Unit 4

Impact of British rule, Indian economy; features, economic development, green revolution, land reforms, agrarian relations, planning; models nehruvian, gandhian, public sector; finance ministry, reserve bank, union budget, subsidies, revenue, taxes, GST, RBI, treasury, concepts like poverty, growth, development, national income, GDP, per capita income, inflation, stagnation, price rise, unemployment, FDI, fiscal deficit, demonetisation, decentralized planning: 73rd and 74th constitutional amendments, structural reforms in 1990s: impact on indian economy, poverty alleviation schemes, NREGS.

#### **Reference Books:**

1. Indian Polity, Governance and National Movement --- N D Arora
2. Indian Polity --- M Laxmikant
3. Magbook Indian Polity and Governance by Arihant Publication
4. Sociology of Indian Society -- Rao C. N. Shankar
5. Sociology: Basic Concepts---- H. K. Rawat
6. Indian EconomyBook--- Ramesh Singh
7. The Indian Economy Book ---Sanjiv Verma

**Unit 1**

Communication: concept, objectives, characteristics, process, types, barriers, 7Cs sadharanikaran concept; mass communication: concept, characteristics, functions, impact; types of mass media: press, radio, television, cinema, traditional, new and social media, communication models: advantages, disadvantages, Smcr, Aristotle, Schramm, Lasswell, Osgood & Schramm, Shannon & Weaver, Gerbener, Westley & Maclean, Lazarsfeld, Newcomb, Defleur, Riley & Riley, Barnlund.

**Unit 2**

News flow models: Mcnelly, Bass & Mowlana, theories of communication: hypodermic needle, limited effects, dependency, cultivation, agenda setting, uses and gratification, spiral of silence, interactive, psychological, individual differences and normative theories, media impact studies: impact on women, children, etc.

**Unit 3**

Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, etc), media policy pertaining to press, press commissions, wage boards 1956 and 1963, committees: Palekar, Bachawat, Manisana, Majithia, Maisuma, media ownership, management, control (corporate and political interests), media monopoly, changing role of editorial department, FDI in media, professional bodies; EGI, INS, ABC, AINEC, IJU, NUJ.

**Unit 4**

Development of newspapers and printing in India, phases in development of print media, 1780-1857, 1857-1900, 1900-1947, print media role in social reform and freedom movement, print media post 1947, press during emergency, profile of important journalists, brief history of gujarati journalism: different phases, contribution of important journalists and newspapers.

**Reference Books:**

1. Mass communication theory - Denis McQuail
2. Mass communication in India – Keval J.kumar
3. Communication and media : studies in ideas, initiatives and institution - Angela Wadia
4. Introduction to journalism and mass communication - J.C.Chaudhary
5. Mass communication - Jitendra Singh
6. Fundamentals of mass media and communication - Meena Devi
7. Mass communication - theory and practices in the 21<sup>st</sup> century - Diwakar Sharma
8. Communication theories and models - Dr. N. Andale

## **Paper - 3**

## **Principles of Journalism and News Writing**

### **Unit 1**

Journalism: concept, principles, role, democracy and fourth estate, journalist: qualities, responsibility, types of journalism: yellow, citizen, alternative, development, tabloid, investigative, interpretive, etc., types based on beats, sports, life style, travel, fashion, etc, newspaper office: departments, hierarchy, duties, coordination between departments, news: concept, news values, sources, types: hard, soft, predictable, unpredictable, page 3.

### **Unit 2**

Reporting and interviewing for news, structure and styles of news writing; inverted pyramid, sand clock, feature, diamond, lead writing, types of lead, organising news story: selection of information, attribution, quote, background, context, kinds of reporting: crime, politics, civic, court, police, types of news stories: beat stories, feature stories, curtain raiser, hidden story, spot news, follow ups, sources: characteristics, importance, developing, press releases, conference, briefing; news agencies in India, reporting in news agency.

### **Unit 3**

Features; concept, types: news, photo, travelogues, lifestyle, interviews, personality sketch, review, agony aunt, vox populi, timely, timeless, etc., process of feature writing: idea, data collection, processing, writing, structure of feature: headlines, lead and its types, use of pictures and graphics. ditorials: concept, objective, language, types, edit and op-ed page: content, layout, letters to the editor.

### **Unit 4**

Editing: concept, importance, objective, elements, editorial department: hierarchy, duties of editorial staff, news editor, chief subeditor, sub editor, proof reader, translator, desk, distribution of work, editing jargon, news copy: types, sources, news flow, news coordination, rewriting, integrating copy, proof reading: concept, symbols, newspaper design, layout: concept, elements, types, use of graphics, charts, pictures, editing of special pages, headlines: purpose, types, techniques, style.

### **Reference Books:**

1. Key concepts in Journalism Studies - Bob Franklin, Martin Hamer
2. Modern Journalism: Report and Writing - Diwakar Sharma
3. Modern student journalism – Barun Roy
4. News writing – B.S. Goyal
5. Media management and development – Dr. Samir Kumar Singh
6. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak

## **Paper - 4**

## **Computers Skills and Verbal Communication Skills (Practical)**

The first part of this paper imparts computer training to students. The following topics will be covered: typing, power point presentation, desk top publishing, photoshop, coral draw, page maker, indesign and quark express. There will be a continuous internal assessment of 35 marks based on assignments and tests.

The second part of the paper imparts practical training in verbal communication skills, specifically presentation, extempore speech, debating, anchoring, elocution skills and so on. There will be a continuous internal assessment of 35 marks based on assignments and tests.

## **Paper - 5 (A)**

## **Reporting and Translation Skills (Practical)**

This paper imparts practical training in reporting and translation. There is continuous internal assessment through assignments and tests of 70 marks in reporting and translation.

Or

**Paper - 5 (B) Reporting and Creative Writing Skills (Practical)**

This paper imparts practical training in reporting and creative writing. There is a continuous internal assessment through assignments and tests of 70 marks in reporting and creative writing.

**Term Paper**

The student will prepare a term paper on a topic of relevance pertaining to communication and journalism. There will be an oral and written presentation of the term paper.

**Semester two**

**Paper - 6 Constitution of India, Media Law and Ethics**

**Unit 1**

Constituent assembly, Indian constitution: salient features, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis concept of privacy, Art 32 including PIL, emergency and media, theory of separation of power under constitution.

**Unit 2**

Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment, current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.

**Unit 3**

Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasar bharati act.

**Unit 4**

Media responsibility, accountability, code of conduct for journalists, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for radio, television, advertising and public relations, regulatory bodies: PCI, BCCC, NBA, IBF, ASCI.

**Reference Books:**

1. Constitutional System in India: Continuity and Changes - Prof. H. G. Pant
2. Media laws and Indian constitution – Kundra S.
3. Indian Constitutional Documents. - Kanaiyalal Maneklal Munshi
4. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi
5. Mass media and Democracy - Nayyar Shamsi
6. Media Ethics and Laws - Naval Prabhakar, Narendra Basu

## **Paper - 7**

## **Introduction to Advertising and Public Relations**

### **Unit 1**

Advertising: concept, objectives, types, role, function, criticism, benefits, advertising vis a vis communication, persuasion, marketing, marketing mix, propaganda, publicity, personal selling, sales promotion, public relations and advertising models: AIDA, DAGMAR, DRIP, Ehrenberg, VIPS checklist, DMP model, PLC, Maslow hierarchy of needs.

### **Unit 2**

Making of an ad; from creative brief to media scheduling, creative strategies; appeal, USP, brand image, positioning, personality, approaches/execution styles, advertising copy: types, headlines, text, and slogans, trademark, visualization: illustrations, colour, graphics and layout, advertising agency: structure, functions of departments, advertising campaign planning; market research, consumer behaviour, product analysis, media strategy, case studies in advertising, advertising awards.

### **Unit 3**

Public Relations: philosophy, concept, functions, misconceptions, PR vs. communication, public opinion, persuasion, propaganda, publicity, liaison, lobbying, spin, corporate communication, PRO: qualities, responsibilities, PR tools: news letter, house journal, brochure, posters, annual reports, corporate films, advertisements, press conference, grapevine, special events, speaking engagements, event etc, PR: types: media relations, employee relations, marketing PR; financial PR;; community PR; tools and strategies.

### **Unit 4**

PR campaign planning; process and steps (case studies) PR during crisis/disaster management, PR in central, state government, writing for PR: press release, features, speech, background material, citizen charter, digital PR: need, methods, tools: social networks, online videos, content sharing, blogs, special-interest communities, RSS feeds, digital bazaar- Aegis Media, Publicis Groupe, measurement and monitoring methods, Integrating traditional PR with social media-web 2.0.

### **Reference Books:**

1. Journalism, advertisement and public relations - Shailendra Sengar
2. Introduction to advertising and public relations - Shipra Kundra
3. Advertising and public relations research - Jugenheimer
4. The practice of public relations - Wilfred Howard
5. Fundamentals of advertising public relations - Dhruv Sabarwal

## **Paper - 8**

## **Introduction to Radio Medium**

### **Unit 1**

Development of radio in India and world, introduction and growth of akashwani, vividh bharti, community radio, private (FM) radio channels; guidelines, role, functions, objectives, government policy regarding broadcasting, committees: Chanda, Verghese, Joshi, SenGupta, formation of Prasar Bharati, code of broadcasting, introduction of satellite radio, web radio, radio from across borders: Radio Ceylon, BBC, VOA.

## **Unit 2**

Radio as a medium of mass communication, elements, characteristics, radio programme genres, format, radio rural forum, news, news feature, announcement, radio interviews, talk show, drama, phone-in, news reel, documentary, radio magazine, advertisement, music programme, link, narration, jingal, promo, jock talk, sparkler, signature tune etc, language, vocabulary and grammar of radio, radio programme: concept, idea, research, script, practical exercises of in basic writing skill of radio.

## **Unit 3**

Sound and voice : All India Radio hierarchy, radio production team, structure and function, introduction to sound, types of sound: natural, ambient, recorded, sound effects, radio terminology, voice modulation, moderating skills for radio discussion programmes, handling interactive live transmission, practical exercises in voice over and voice modulation.

## **Unit 4**

Production and post production: audio studio, recording equipment, microphones: types, uses, process of radio programme production: basic of audio recording, dubbing and mixing technique, field recording skills, non liner editing, practical exercises in basic audio recording.

### **Reference Books:**

1. Radio in New Avatar AM To FM - Dr. Amrish Swana
2. Key Concept in Radio Studies.- Hugh Chignell
3. Radio Broadcasting Journalism in India - J. David
4. Radio, TV & Broadcast Journalism - R,K, Ravidran
5. Writing and Reporting for Radio - Henry Tenenbaum
6. Radio and Television Journalism – K. M. Srivastava

### **Paper - 9**

#### **Print Media Skills (Practical)**

This is a practical paper where the students will do practical work in reporting, feature writing, editing and production of a lab journal. There will be a continuous internal assessment of 70 marks based on assignments and tests.

### **Paper - 10 (A)**

#### **Translation and Editing Skills (Practical)**

This is a practical paper which involves imparting practical knowledge to students in translation and editing. There will be a continuous internal assessment of 70 marks based on assignments and tests.

Or

### **Paper - 10 (B)**

#### **Feature Writing and Editing Skills (Practical)**

This is a practical paper imparting practical knowledge to students in feature writing and editing. There will be a continuous internal assessment of 70 marks based on assignments and tests.

## **Project 1**

Students will do a project on a relevant topic. There will be an oral and written presentation of the project.

## **Semester - 3**

### **Paper - 11**

### **Communication Research**

#### **Unit 1**

Research: social science and mass communication research; concept, objectives, types, characteristics, method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative), steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables, research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity.

#### **Unit 2**

Qualitative research method – field observations, focus groups, in-depth interviews, case studies; quantitative method: survey, descriptive survey, analytical survey, content analysis – definitions, steps, sampling: types probability and non probability, sample size, sampling error.

#### **Unit 3**

Introduction to statistics – basic statistical procedure; descriptive statistics: central tendencies, mean, median, mode, frequency distribution, inferential statistics: co-efficient of correlation, standard deviation, tests of significance (T-test, Anova).

#### **Unit 4**

Application of media research: print media (circulation studies, etc) electronic media (TRPs,) advertising (pre testing, post testing) public relations, internet, writing of research proposal/research report/thesis, ethics in research.

#### **Reference Books:**

1. Communication research - John and Sandy Hutcheson
2. Research methodology – Dr. A.K. Phophalia
3. Mass media research – Roger D. Wimmer, Joseph R. Dominick
4. Communication research – a half century appraisal - Danial Lerner

## **Paper - 12**

## **Cinema Studies**

### **Unit 1**

Cinema; language, development from Lumiere to present day, how to read films, major film movements; Italian neo-realism, French New Wave, German Expressionism, Dogme 95, Japanese cinema, Third world cinema, Hollywood, film theories: marxist, feminist, structuralist, psychoanalyst, post colonial, realist, auteur, ideological, film criticism, appreciation, review, film genres.

### **Unit 2**

Indian cinema: silent era, classic era, golden era, new wave, mainstream, art, parallel, milestones, important films and their directors: Phalke, Satyajit Ray, Raj Kapoor, Gurudutt, Shyam Benegal, Mrinal Sen etc regional cinema: Bengali, Tamil, Telugu, Malayalam, Marathi, and Gujarati.

### **Unit 3**

Pre production: idea to script, story board, screenplay, shooting and editing schedules, Production: production team: structure and function, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, reflectors, sound, technical terms, post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

### **Unit 4**

Government policy pertaining to cinema, committees: Khosla, Patil, Cinematograph Act, CBFC, NFAI, FD, FTII, CFS, IFFI, film clubs, film festivals, short movies, documentaries, certification, marketing, distribution, branding, merchandising, rights and promotion, film festivals, film society, film awards.

### **Reference Books:**

1. Beginning Film Studies - Andrew Dix
2. Film studies : The Basics - Amy Villarejo
3. Film Studies : The Essential Introduction - Sarah Casey Benyahia, Freddie Gaffney
4. Film Art and Introduction - David Bordwell, Kristin Thompson
5. What is Cinema? - Andre Barin, Hugh Gray, Jean Renoir
6. Key Concept in Cinema Studies - Susan Huyward

## **Paper - 13**

## **Introduction to Television Medium**

### **Unit-1**

Development of television in the world and India, Doordarshan; genesis, growth, guidelines, role, functions and objectives, introduction of satellite communication, cable tv, video boom, private television channel in India, web television, national broadcast trust, Joshi committee. SITE, STEP, Kheda, Pij.

## **Unit-2**

Television; mass medium, visual communication, grammar, vocabulary, elements, characteristics, programme genres, format, news, news gathering, breaking news, news reports, documentary, interviews, discussions, chat shows, video spot, tele films; pre production: idea to script, research, visualization, story board, shooting and editing schedules, practical exercises of story board, basic writing skills.

## **Unit-3**

Production: production team: structure and function, studio: layout and equipment, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, single and multi-camera set-up, lighting techniques, different kinds of lights and their usage, reflectors, sound, use of tele prompter, cue cards, technical terms, facing camera.

## **Unit-4**

Post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

### **Reference Books:**

1. Television field products and reposting - Frederick Shook
2. Radio and television journalism - Meena Devi
3. TV news: building a career in broadcast journalism - Ray White
4. Television drama: theories and identities - Sue Thronham and Tony Purvis
5. टेली वज़न पत्रकारिता सद्धान्त एवं तकनीक लेखक :- डॉ. इंद्रजीत एवं मधु लका शर्मा

## **Paper - 14**

### **Radio: Writing and Production Skills (Practical)**

Practical knowledge of radio writing and production skills. There will be a continuous internal assessment of 70 marks based on assignments and tests. The following topics will be covered.

Writing for radio programmes: basic principles of radio writing, spoken language, usage of sound and sound effects, illustrating copy with sound effects, usage of radio grammar, news writing, samachar prabhaag, announcement, interview, link, feature writing, documentary writing, skit, entertainment programme script writing, commercials, jock talk, sparklers, subject specialized programme writing, voice training and modulation.

Radio programme production: basics of audio recording, microphone usage, dubbing and mixing technique, usage of software, usage various sound and sound effects in editing, field recording skills, non liner editing.

## **Paper -15 (A)**

### **Art of Anchoring and Dubbing (Practical)**

This is a paper imparting practical knowledge to students in the art of anchoring and dubbing. There will be a continuous internal assessment of 70 marks based on assignments and tests.

The following topics will be covered.

Know your voice, detailed study of method of voicing, voice modulation, basic skill of news presentation (tv and radio), RJ mention, announcement, anchoring for fm and vividh bharti , anchoring (radio and tv), studio and outdoor interview skill, panel discussion skill,

commercial, voice over, storytelling, pitch play, conduct different types of programme like agricultural, science, sports, women and children

Dubbing: Scope for voicing, lipsync, time scheduling, using subtitle, recording.

## **Paper - 15 (B)**

### **Photography and Photojournalism (Practical)**

#### **Unit 1 and Unit 2**

Cameras; classification, comparison of different types, mechanism of aperture, shutter, camera body, view finder, shots composition, angle, camera angle, lighting arrangement and usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, practical exercises in photography and photo editing software

#### **Unit 3 and Unit 4**

Significance of photos in journalism, writing captions, learn, recognize, verbalize and employ the qualities of storytelling images, producing a photo story, preparation/research, legwork, photography technique, editing technique, crafting of images through exposure, lens, composition, moment and light, Learn how to take quality photos, edit photos in latest software.

#### **Project 2**

Students will do a project on a relevant topic. There will be an oral and written presentation of the project.

## **Semester - 4**

### **Paper -16**

### **Women and Media**

#### **Unit 1**

Women's studies: theoretical approaches; radical, marxist, socialist, liberal, concepts: feminism, patriarchy, gender equality, equity, parity, discrimination, empowerment, different waves: status of women in India: from ancient to modern, contribution of personalities: Raja Rammohan Roy, Phule, Ranade, Vidyasagar, Swami Dayanand Saraswati, Periyar, Vivekananda etc, social movements in India; Brahma samaj, etc.

#### **Unit 2**

Women's movements in India, ministry of women and child welfare, organizations, NCW, boards, legal perspective: regarding dowry, sexual assault, harassment, representation of women, sati, domestic violence, socioeconomic indicators of women's development, women's rights as human rights, efforts by UN in women's issues.

#### **Unit 3**

Terms: marginalization, exclusion, trivialization, legitimization, internalisation, objectification, globalisation and representation of women in advertisements; content analysis, discourse analysis, semiotics, structuralism, marxian, foucaultian approaches, sex role stereotype, sexual object and subject, femininity and feminine beauty, male gaze, body image, impact on women and teenagers, representation in women's magazines and men's lifestyle magazines.

## **Unit 4**

Representation in television serials: domestic sphere, regressive portrayal, women in journalism; work culture, soft stories to hard journalism, glass ceiling and representation in films: dichotomy of roles, women centric films, pornography, violence against women, impact on society, gender relations.

### **Reference Books:**

1. Gender Challenge - Bina Agarwal
2. Gender Inequality And Women's Empowerment - D. Pulla Rao
3. Gender Concern in South Asia.- Manjat Bhatia, Deepli Bhanot, Nirmalaya Samanta.

## **Paper - 17                      Development Communication and International Communication**

### **Unit -1**

Development; concept, measurement, theories and paradigms (unilinear and non unilinear), characteristics of developing countries, problems of underdevelopment, millennium development goals. Development communication: concept, definition, philosophy (purposive, positive, pragmatic), strategies, role of media, need and resources, case studies.

### **Unit 2**

Development support communication: genesis, agricultural development: shifting emphasis, extension, system approach, diffusion of innovation: key to extension, models, panchayati raj, case studies on communication support to agriculture (radio rural forums, krishi darshan, school –on –the –air of AIR, SITE). DSC; in population control, health and health behaviour, environment, education and literacy, new challenges.

### **Unit 3**

Communication as a human right, UNO's universal declaration of human rights, international news agencies, growth and development of satellite communication, information super highway, telecommunication tariffs, international intellectual property rights. International communication: concept, definition, historical dimension, information as wealth and power, information rich west, information poverty in the underdeveloped countries, cultural and media imperialism.

### **Unit 4**

Concept of free flow of information, imbalance; origin, concept, debate, New World Information and Communication Order (NWICO): demand for, debates and development, nomenclature, free flow ideas, UNESCO's efforts in removal imbalance in news flow. MacBride commission report, NWICO: character and content, India and NWICO, non – aligned news pool: role, working, success, failure, Inter-Governmental agencies, International Programme for development communication (IPDC) international telecommunication and regulatory organisation.

### **Reference Books:**

1. Information technology and development communication -Brijnath Singh
2. International communication –a reader edited by - Daya Kishan Thussu
3. International communication (volume-1) edited by- Daya Kishan Thussu
4. International media communication in a global age -Sourabha Verma
5. Development communication and journalism - Dr Subhesh chand Sharma

**Unit 1**

Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, public sphere, community media, participatory communication and media, keywords, SEO, permalink (URL), meta tags, analytics.

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, optimization, types, facebook, twitter, youtube, google plus, linkedin, pinterest, quora, whats app, instagram, fake news and photos on social media: impact and precautions.

**Unit 2**

Blogging: web 2.0, definition, concept, origins, modernisation, types, community and cataloging, blog search engines, blogging communities, blog content strategy, blog audience, blogging in India, video blogging, social blogging, micro blogging, defamation, liability, employment, content writing for blogging.

Social networking: features, types, emerging trends, future, power and value, mobile social networking, URL shortners, measuring, social media performance, e-mail marketing, livestreaming, content writing for social networking.

**Unit 3**

Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india, e-Governance

Citizen journalism: definition, concept, history, citizen journalists, citizen media, criticism, immediacy, interactivity, universality feature of online journalism, political dangers, personal safety.

**Unit 4**

Online Reporting: news blog, blogosphere, website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e-books, e-publishing, content writing for online reporting.

Ethics in online journalism: obscenity, piracy, copyright, libel, cyber crimes and cyber law, national ICT policy act 2000, MLM online scam, email scam. copyleft and open source, fake news, privacy, plagiarism, porn, cyber bully, net war, cyber terrorism, cyber conflicts, frauds hacking.

**Reference Books:**

1. Cyber media journalism – Jagadish Chakravarthy
2. Social media marketing – Paul Martin , Thomas Ericson
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar
6. Online journalism:a basic text - Tapas Roy
7. Digital broadcasting journalism author:- Jitendra Kumar Sharma
8. Digital media – T.K. Ganesh

**Paper - 19****Television Writing and Production Skills (Practical)**

This segment consists of practical work in writing and production skills for television. Students will be evaluated on assignments and tests out of 70 marks. There is no external exam in this paper. The following topics will be covered.

**Unit 1**

Writing for television programmes: basic principles of television writing, visual language, dope sheet writing, story formation, script writing, screenplay, story board, news, interview, link, feature writing, documentary writing, skit, entertainment programme script writing, commercials, sit com, subject specialized programme writing.

**Unit 2**

Production for television: set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, using reflectors, facing camera.

**Unit 3**

Video editing, audio video editing, principles of editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

**Paper - 20 (A)****Short Film Production (Practical)**

This paper consists of practical work in production of short film; right from concept to post production and marketing. There will be a continuous internal evaluation of 70 marks. There is no external exam in this paper. The following topics will be covered:

Pre production: basics of story, structure, concept development, storytelling elements, theme, plot, characters, character development, dialogue, synopsis, script, story board and subtitle. Production: cameras; parts, classification and comparison, mechanism of aperture, shutter shot composition, shot angle, camera angle, lighting arrangement, usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, set design, prop and basic skills of direction.

Post production: principles of editing, audio video editing, editing devices, basics of photo editing, software, basic movie editing, movie editing software, dubbing, mixing and different types of editing. Marketing of film on social media and film festivals.

**Reference Books:**

- 1 Making Short Films: The Complete Guide from Script to Screen - Clifford Jhurlow
- 2 How Not to Make a Short Film - Robert Marie Munroe
- 3 The Short Screenplay: Your Short Film from Concept to Production - Dan Gurskis
- 4- Writing Short Film Scripts - Paul Kooperman

**Or**

**Paper- 20 (B) Skills in New Media, Online Journalism, Public Relations and Advertising (Practical)**

This paper consists of practical work in new media, public relations and advertising. Students are given assignments and tests for a continuous evaluation of 70 marks. There is no external exam in this paper.

Exercises in the following: preparing a news blog, an audio blog, a video blog, facebook page, YouTube channel, online magazine, content writing for social networking.

Exercises in the following: preparing a house journal, notice board, brochures, press release, press briefing and press conference, organising an event,

Exercises in writing advertising copy, preparing of advertisements in print, radio and TV medium.

**Dissertation**

The student will write a dissertation on a research topic under the guidance of a faculty. There will oral and written presentation at the end of the semester. There is an internal assesment of 70 marks, with oral and written presentation having 35 marks each. There is no external exam in this paper.